

# PRIVACY POLICY

This Privacy Policy is designed to assist you in understanding how Kutztown University Foundation (“we”, “our”, or “us”) collects, uses, and safeguards the information you provide us when you visit our website (<https://www.kuf.org/>) (the “Site”), or use the services we provide on the Site (together, the “Services”) and your rights in connection with such use.

## INFORMATION WE COLLECT AND HOW WE USE IT

For purposes of this Privacy Policy, personal information means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.

We collect personal information from you when you:

- 1. Contact us.** When you contact us using our general [info@kuf.org](mailto:info@kuf.org), or any other contact method via phone or email, you have the option to send us an email directly. We collect your identifiers, like your name and email address, and any additional information you choose to provide. We collect this information so that we can appropriately respond to your questions.
- 2. Update My Information.** When you fill out this form, we collect your identifiers, like your name, email, home address, birthday, phone number, class year, as well as other information you choose to share. We also may collect identifiers of others, like the name of your spouse/partner and children, and any additional information you choose to provide in the comment section. We collect this information to keep updated as appropriate, on news pertaining to alumni or friends of KUF.
- 3. Donate to KUF.** When you donate to KUF, we collect your identifiers, like your name, address, phone number, email, and your financial information, like your billing information. We collect this information to process your donation. We never store your credit card information and through our service provider(s), we comply with Payment Card Industry (PCI) standards.
- 4. Become part of our donor database.** When you become part of our database, we collect your identifiers, like your name, address, phone number, email, and your financial information, like your billing information. You may become part of our database when Kutztown University, per our memorandum of agreement, shares graduate information or scholarship recipient information, including grad year(s), degrees, club/sport participation, and scholarship awards directly with us; when you register for an event; or when you donate to us. We collect this information to process your donation and add you to our communication lists to provide targeted information, including official receipts as required by law. We also collect this information so that we can market to you and request future donations. You may opt-out of our communications, including email and mail at any time, unless it is our legal obligation to communicate with you per IRS guidelines on financial donations.
- 5. Send us an email.** Throughout our Site, there are links to which you may directly send us an email. When you click on these links, we will collect your identifiers, like your name and email address, any other information you decide to share with us so that we may respond to your question and send you any informational messages as necessary.
- 6. Register for an Event.** When you register for an event, we collect your identifiers so that we may create a roster of our upcoming events and communicate with you by email regarding

the upcoming event. You may unsubscribe to these emails anytime by clicking the unsubscribe button toward the bottom of the email.

We collect personal information about you automatically when you:

1. **Log data.** When you visit our Site, we process your internet activity information. For example, our servers automatically record certain information sent by your browser, such as your Web request, your IP address, your referring URL, your browser type and language, and the date and time of your request.
2. **Cookie data.** “Cookies” are small pieces of text sent to and stored by your web browser by a website you visit. We place and store cookies for multiple purposes. Cookies enable us to personalize your viewing experience. When you revisit our Site, we can recognize you by the cookie and customize your experience at the Site accordingly. For example, we use cookies to track Site usage and traffic patterns, prevent fraudulent activity or improve Site security, and assess the performance of the Site.

- **Required cookies.** These cookies are required for making use of the Services. These cookies include security cookies to authenticate users, prevent fraudulent use, and protect user data from unauthorized parties as well as session cookies that remember your log-in session so you can move easily within the Services.
- **Functional cookies.** These cookies record some of your activity on the Services as well as information about your device, such as what browser you are running, and what pages you access. This information helps us and our third-party service providers diagnose server and software errors, and, in cases of abuse, track and mitigate the abuse.
- **Analytics cookies.** Our service providers also place and store cookies for analytics. These cookies allow our service providers and us to recognize and count the number of users of the Site, to see how they move around the Site, and when they are using the Site.

**Google Analytics.** We use a tool called “Google Analytics” to place cookies to collect information on your use of the Site. We use the information we get from Google Analytics to improve the Site. In order to collect this information, Google Analytics may set cookies on your browser or mobile device, or read cookies that are already there. Google Analytics may also receive information about you from apps you have downloaded, that partner with Google. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google’s ability to use and share information collected by Google Analytics about your visits to the Site or to another application which partners with Google is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. Please review those policies here for information about how Google uses the information provided to Google Analytics and how you can control the information provided to Google. To prevent your data from being used by Google Analytics, you can download the Google Analytics opt-out browser add-on for Google Analytics.

**How to manage cookies via your browser settings.** To find out how to see what cookies have been set on your computer or device, and how to reject and delete the cookies, please visit: <https://www.aboutcookies.org/>. For information on how to enable, disable, or delete cookies according to your browser, see **YOUR CHOICES WITH RESPECT TO YOUR INFORMATION** section below. Please note that if you set your browser to disable cookies, you may not be able to access secure areas of our Site and parts of our Site may not work properly.

## HOW WE SHARE YOUR INFORMATION

We share your personal information with service providers that facilitate the provision of our Services, as necessary to run our foundation efficiently and to comply with legal and other obligations. We also may share your information with Kutztown University for the purposes of verifying degree and graduation information, and for communication, solicitation, and info update purposes.

- 1. Service Providers.** We may share your personal information with our service providers to perform services for or on our behalf in order to maintain our computer database, including publicly available demographic and financial information, perform marketing activities, conduct surveys, similar services. We may also provide your information to our affiliate partners to provide membership benefits and incentives exclusive to KU alumni.
- 2. Volunteers.** Kutztown University Foundation, as a non-profit, relies on volunteers to assist with outreach and fundraising initiatives. All volunteers sign a confidentiality form and have no access to our computer database. From time to time, volunteers, under staff supervision, may be granted limited access to view alumni and donor lists for purposes strictly related to alumni or fundraising initiatives.
- 2. Corporate Reorganization.** In the event we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, your personal information would be part of the assets shared with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction. If we undergo bankruptcy or liquidation, personal information would be part of the liquidation assets and we would share it with third parties in the course of such proceedings.
- 3. To prevent harm.** We will share your personal information, if necessary, to law enforcement personnel and agencies, to meet national security requirements, to protect our property, in furtherance of an investigation regarding a breach of the Site rules and policies, unauthorized access to or use of the Site or any other illegal activities.
- 4. With Your Consent.** Apart from the reasons identified above, we may request your permission to share your personal information for a specific purpose. We will notify you and request consent before you provide the personal information, or before the personal information you have already provided is shared for such purpose.
- 5. Marketing.** For marketing purposes, we may publish on our website your name, graduation year, and level of donor support (specific amounts of gifts will not be published). You may

request that your donation be anonymous or that we refrain from publishing your personal information by contacting us at the information below.

## HOW WE STORE AND PROTECT YOUR INFORMATION

We implement and maintain reasonable security procedures and practices appropriate to the nature of the personal information we store, in order to protect it from unauthorized access, destruction, use, modification, or disclosure. We implemented various policies including, encryption, access, and authentication to guard against unauthorized access to personal information in our systems. Please be aware that no method of transmission over the internet, or method of electronic storage is 100% secure and we are unable to guarantee the absolute security of the personal information we have collected from you.

### Why We Store Your Information

We process personal data for a variety of reasons, including to:

- Carry out operations to support the educational, research, and administrative needs of the Kutztown University community;
- Improve our websites and services;
- Respond to your requests or inquiries;
- Provide newsletters, articles, service or safety alerts/announcements, event invitations, and other information that we believe may be of interest to you;
- Request gifts and donations;
- Analyze your use of our websites and perform other market research activities, such as interest-based advertising, targeted advertising, and online behavioral advertising in order to determine the content that would be of interest to you;
- Comply with and meet legal obligations, enforce agreements, and protect the health, safety, rights, and/or property of the University and its community; and/or
- Prevent, investigate, and take actions regarding unlawful or criminal activity (including fraud or other misconduct), security or technical concerns, or unauthorized access to or use of the University's data, users' personal information, and University data systems.

We will process your personal data consistent with the consent you have provided for a stated purpose, or as necessary to: (i) advance our legitimate interests, (ii) perform a contract with you (or for your benefit) or fulfill a request you have made, (iii) comply with a legal obligation, and/or (iv) to protect the vital interest of you or another person.

## DO NOT TRACK DISCLOSURE

We do not support Do Not Track. Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser. For further details, visit <https://www.eff.org/issues/do-not-track>.

## YOUR CHOICES WITH RESPECT TO YOUR INFORMATION

1. **Correct, view, and access your information.** To correct, view or access your personal information you may contact us using the online form or by using the contact information provided below.
2. **Deletion.** To delete your personal information, you may contact us using the online form or by using the contact information provided below.
3. **Emails and Communications.** If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by clicking the ‘unsubscribe’ link contained in the communication, by completing the online form, or contacting us using the contact information provided below.
4. **Cookie settings.** To find out how to see what cookies have been set on your computer or device, and how to reject and delete the cookies, please visit: <https://www.aboutcookies.org/>. If you would like to opt out of our cookies, you can go to your website browser and choose to opt out of our Site specifically. If you upgrade your browser, or if you visit us from a different computer, you will need to return and update your preferences. You can use the browser that you are using to view this Site to enable, disable, or delete Cookies. To do this, follow the instructions provided by your browser (usually located within the “Help”, “Tools” or “Edit” settings). Each web browser is different. For information on reviewing or deleting cookies from specific browsers, click on the appropriate browser: Firefox, Firefox IOS, Firefox Android, Safari, Safari Mobile, Chrome, Internet Explorer, Microsoft Edge, Opera.
5. **Google Analytics.** See <http://www.google.com/policies/privacy/partners/> for information about how Google uses the information provided to Google Analytics. You can control the information provided to Google and opt out of certain ads provided by Google by using any of the methods set forth here or using the Google Analytics opt out browser add-on here.

## CHILDREN'S PRIVACY

This Site and our Services are not intended for individuals under the age of eighteen (18) years. Accordingly, we do not knowingly collect or share information from individuals under the age of eighteen (18) years.

## CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may be updated and changed from time to time. We will post the new Policy on the Site and will indicate the date it goes into effect. If the changes materially affect your rights, our website will contain a special notice about the changes and, if required by law, will prompt you for your consent for certain changes. Each version of this Privacy Policy will be identified by its effective date, which you can find at the bottom of this Policy.

## CONTACT US

If you have any questions or comments about our privacy practices, you can contact us at [info@kuf.org](mailto:info@kuf.org) or 610-683-4110

**FOR VISITORS FROM EUROPEAN UNION (EU) COUNTRIES ONLY:**

**What are your data protection rights?**

KUF would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

**The right to access** – You have the right to request KUF for copies of your personal data. We may charge you a small fee for this service.

**The right to rectification** – You have the right to request that KUF correct any information you believe is inaccurate. You also have the right to request KUF to complete the information you believe is incomplete.

**The right to erasure** – You have the right to request that KUF erase your personal data, under certain conditions.

**The right to restrict processing** – You have the right to request that Our Company restrict the processing of your personal data, under certain conditions.

**The right to object to processing** – You have the right to object to Our Company's processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that Our Company transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, you can contact us at [info@kuf.org](mailto:info@kuf.org) or by phone at 610-683-4110.